



**Inter IIT
University Project
Ecosystem Challenge**

Internal Hackathon

● Problem Statement

Trumio challenges teams to ideate, develop, and create go-to-market strategies for new standalone apps that can run on its University Project Ecosystem Platform and App Store (web and mobile). Teams will have access to APIs and a dev/test environment to build these apps.

● User Persona

Company



Painpoints Faced

- Hard to find skilled student teams quickly.
- Ensuring project quality is challenging.
- Difficulty aligning project timelines with student availability.

Student



Painpoints Faced

- Limited exposure to real-world projects.
- Difficulty mastering new AI tools.
- Lack of platforms to showcase their skills.

Professor



Painpoints Faced

- Difficulty gaining proper recognition in their field.
- Limited communication with industry and students.
- Lack of visibility to elevate their college's reputation.

User flows for all personas

Student



Employee (Alumni)



Professor



• Primary user research and pain point to solution mapping

[source](#)

How relevant do you find your LinkedIn profile in representing your current skills and interest on a scale from 1 to 5?

80% find their linkedin relevant in representing their skills and interest

Would you be comfortable providing access to your LinkedIn profile to receive personalized project recommendations?

70% feel comfortable sharing their linkedin and resume

What kind of project suggestions would you prefer—closely related to your LinkedIn profile or diverse across various fields?

80% preferred project suggestions based on linkedin profile

Pain Point Identified

Users may feel their LinkedIn profiles don't accurately reflect their current skills and interests, leading to poor project matches.

Pain Point Identified

Users may hesitate to share their LinkedIn profiles due to privacy concerns.

Pain Point Identified

Users may want different types of project suggestions, which could lead to dissatisfaction. (Rare case)

Possible solution

In that case AI could fetch data from resume or an option to manually add interests and skills could be added.

Possible solution

Communicate and implement privacy measures and guidelines effectively.

Possible solution

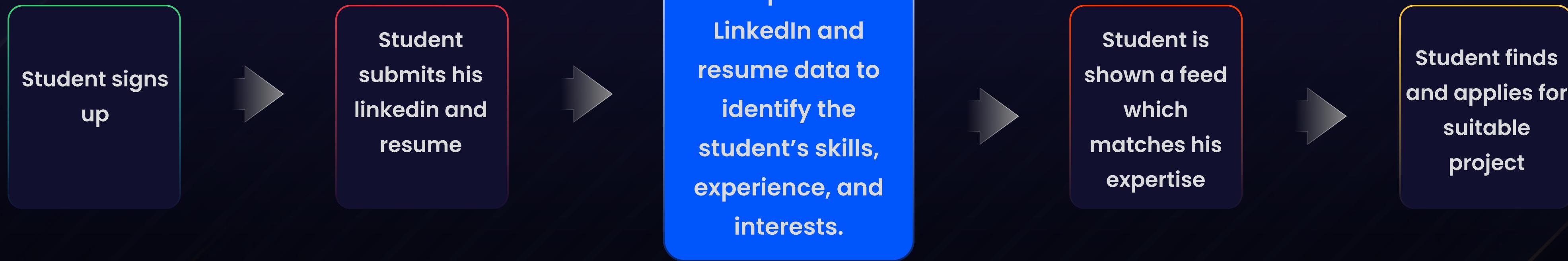
Allow users to customize their preferences for either focused or diverse project suggestions, enhancing their satisfaction.

● Feature 1- AI Integrated Feed

Feature overview

The AI Integrated Feed is designed to give students personalized project opportunities based on their LinkedIn profiles. By fetching and analyzing the skills, experiences, and fields of interest from LinkedIn, the platform automatically matches users with relevant projects.

User journey (Student side)



Key metrics to track

- Track the percentage of users who apply for or engage with recommended projects.
- Time taken to deliver the first project suggestions after sign-up.
- NPS or CSAT score.

User story

Raghav, a data science student shares his LinkedIn and resume. The AI suggests projects like building a recommendation system or analyzing data. As he adds new skills, the feed updates with more advanced projects, always showing relevant opportunities.

● Feature design explained

The screenshot shows a dark-themed user interface for 'trumio'. At the top, there's a navigation bar with icons for Home, Message, My Network, AI PM, and Me. A search bar says 'Search for projects using our AI search feature'. Below the navigation, the title 'Discover Alumni Projects' is displayed. There are three identical project cards, each featuring a red 'zomato' logo, a profile picture of a person, the name 'Devraj Sharma (2012 passout)', the deadline 'Deadline to apply - 16 Aug, 2024', the project title 'Zomato food recommendation model', and social sharing icons for Facebook, Instagram, and LinkedIn. Each card has a 'Read More →' link at the bottom right.

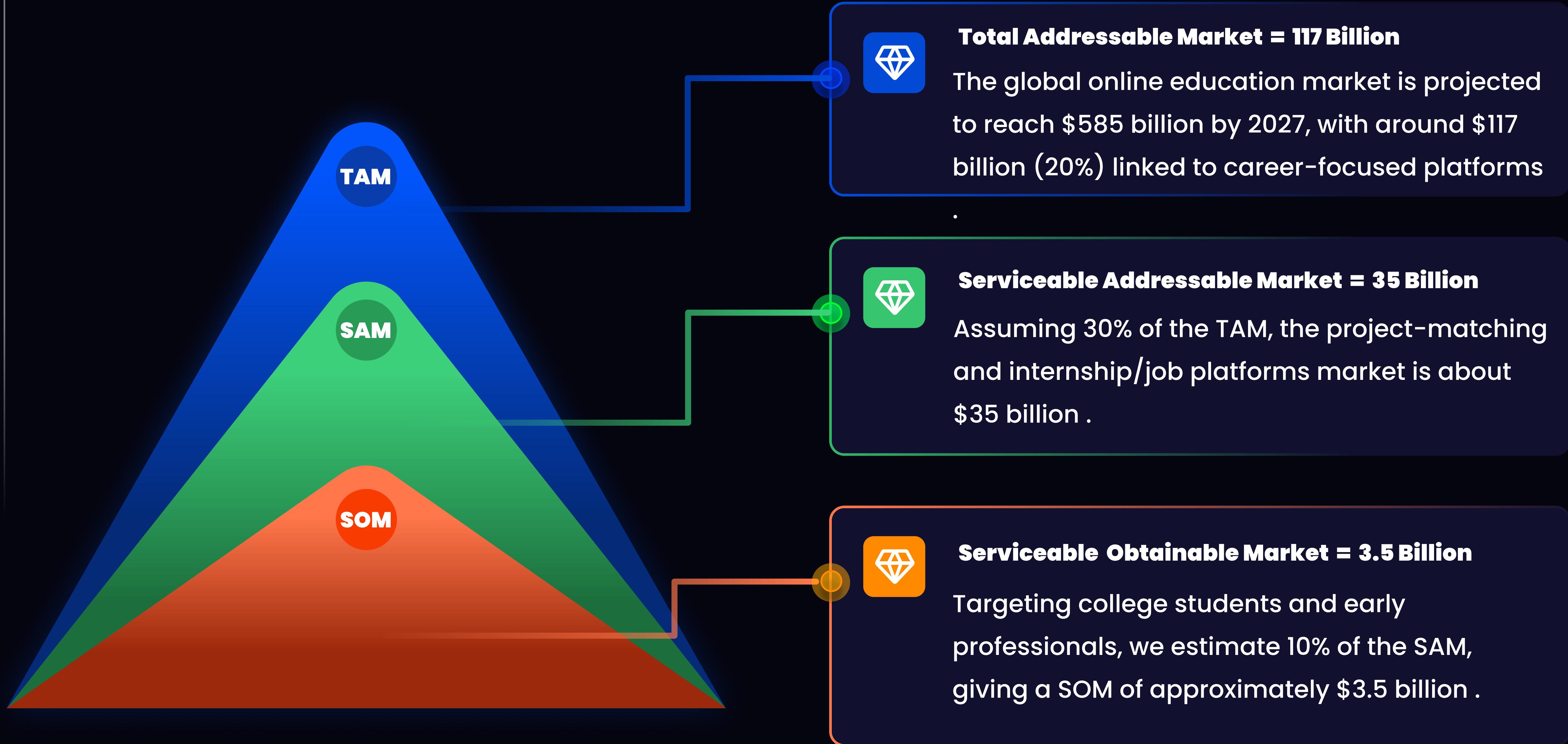
Upon providing linkedin and resume in the sign up page, students come across this following page.

The AI scans the student's LinkedIn and resume to extract key skills, roles, and experience. It identifies relevant fields and uses this data to match the student with projects that fit their expertise and interests.

The student receives a tailored feed of project opportunities based on their expertise as can be seen on the UI.

As the student updates their LinkedIn profile, the AI refreshes the feed with new projects that match their latest skills and experience.

● Market sizing of the feature





Concluding slide for the feature

Competitive advantage

The AI Integrated Feed sets our platform apart by delivering personalized project recommendations based on LinkedIn profiles, ensuring real-time updates

Value proposition for users

- Filters out irrelevant projects, saving students time and enhancing their focus on suitable opportunities.
- Directly matches projects to students' skills, ensuring they receive relevant opportunities that align with their expertise.
- Provides continuously updated, personalized project suggestions tailored to students' evolving skills and interests.

Potential pitfall

Students may hesitate to share their LinkedIn profiles and resumes due to privacy issues.

Possible mitigation

Implement strong data protection measures, communicate privacy policies clearly, and allow users to control their privacy settings.

Second order thinking

The real life projects done by students at Trumio can be added on their resume which could give an edge over other students during intern or placement season.



Primary user research and pain point to solution mapping

How do you currently manage your class schedule and project tasks on a scale from 1 to 5?

70% are not able to manage their class and project schedule properly

Would you find it helpful if an AI tool could create a personalized work plan based on your class schedule and deadlines?

90% said yes to this question

Would you trust an AI to fully manage your project timeline and task assignments, or would you prefer to manually adjust its suggestions?

80% wants a mix of both

Pain Point Identified

Users mostly rate their current management of class schedules and project tasks low (1-2), indicating frustration with organization.

Pain Point Identified

Users may have issues or differences in the schedule provided by AI PM.

Pain Point Identified

Users may be hesitant to fully trust AI for managing project timelines and task assignments due to concerns about accuracy and control.

Possible solution

The AI Project Manager provides a streamlined, personalized planner to improve task organization and enhance productivity.

Possible solution

Users have the option to customize their schedule accordingly by giving simple prompts to the AI PM bot.

Possible solution

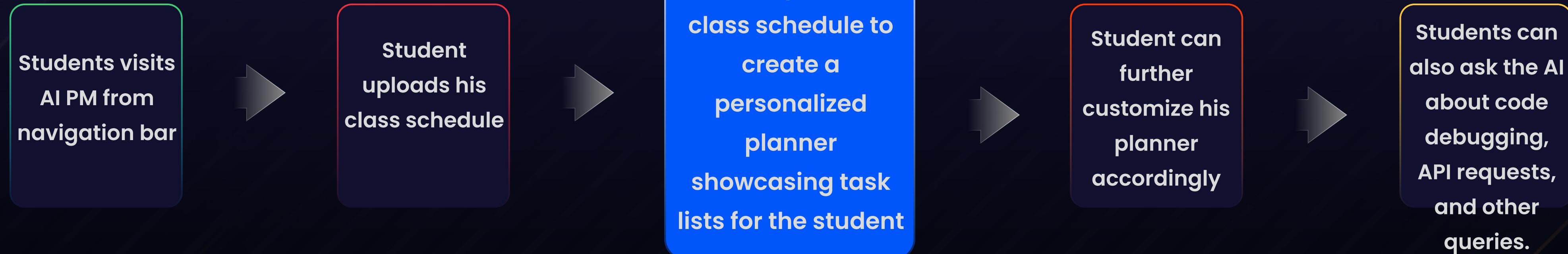
Users have a combination of both AI and manual options, they can customize their schedule if they find the AI planner unsatisfactory.

● Feature 2- AI Project Manager

Feature overview

The AI Project Manager simplifies project planning by generating personalized task lists from users' class schedules. It also offers code debugging support, API suggestions, and testing tool recommendations, all tailored to student needs.

User journey (Student side)



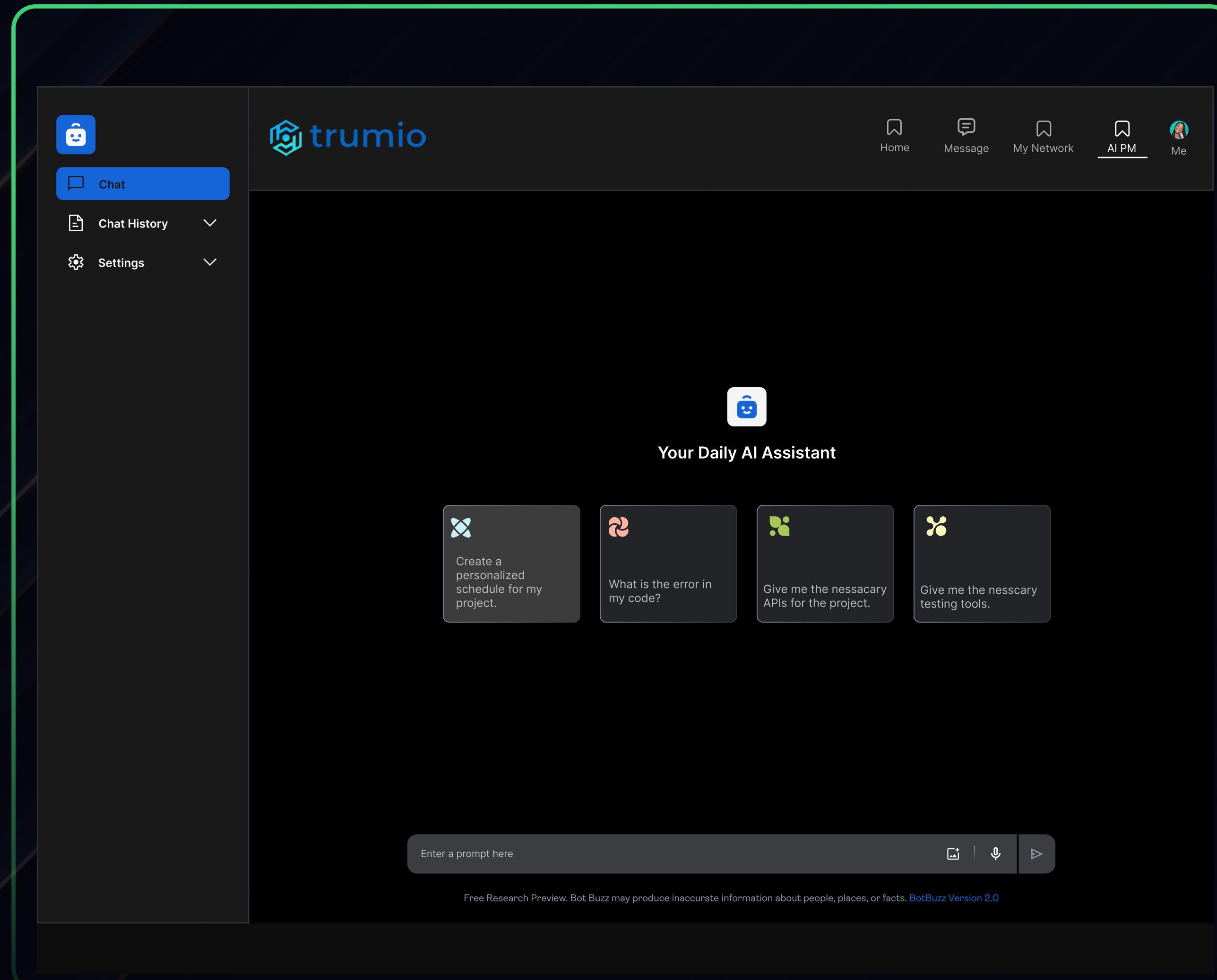
Key Metrics to track

- Number of interactions with the planner and AI.
- Number of api requests and code debugging queries.
- User satisfaction score (NPS or CSAT)

Use case example

A software development student uploads their class schedule to the AI Project Manager, which creates a personalized planner. The student adjusts tasks and asks the AI for help with debugging and API suggestions, showing how the tool helps manage their college work and projects.

● Feature design explained



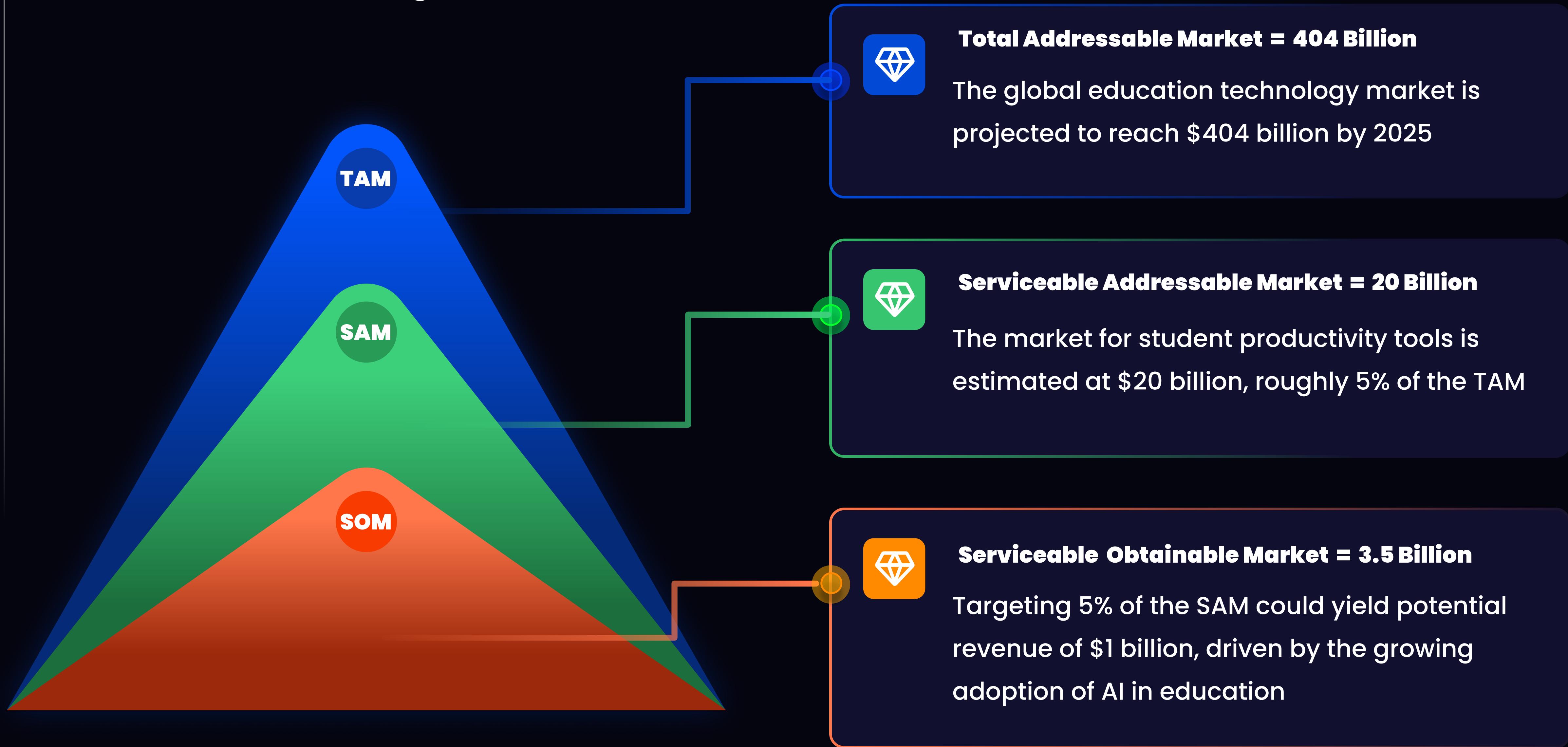
Student has the option to chose if he wants a planner, code debug, APIs or wants testing tools.

Upon clicking the planner CTA, the user is prompted to upload his and his teammates class schedule.

After submitting the schedule, AI analyzes and curates a planner showcasing the task lists required to complete the project smoothly.

If the user finds planner unsatisfactory, he can customize it accordingly by giving simple prompts. He can also use AI PM for code debugging, API requirement or other details which is relevant to complete the project.

Market sizing of the feature





Concluding slide for the feature

Competitive advantage

The AI Project Manager excels by offering personalized schedules, real-time adjustments, and support for debugging and APIs, boosting productivity and adapting to user needs.

Value proposition for users

- Streamlines task management, saving time and reducing stress for students.
- Adjusts suggestions based on what users like and how they work, helping to improve over time.
- Combines scheduling, debugging assistance, and API recommendations in one tool, simplifying project management.

Potential pitfall

A potential pitfall of the AI Project Manager is that users may hesitate to trust the AI-generated schedules because they worry about their accuracy.

Possible mitigation

Users will have hybrid approach, they can customize their planner according to their convenience by giving simple prompts to the bot.

Second order thinking

Through continuous iteration based on user feedback, the AI Project Manager can effectively compete with major project management platforms like Trello, Jira etc.



Primary user research and pain point to solution mapping

As a client, are you scared that you will receive proposals with fake skills?

70% feel they will get fake proposals

As a client, will you go for more rated proposals?

80% clients said yes to this question

Will you prefer writing a detailed review or give them a star rating?

70% clients preferred star rating

Pain Point Identified

Clients feel the platform will give them fake proposals as anyone can put anything in their resume.

Pain Point Identified

Clients would want a history of the student's past project to judge them effectively.

Pain Point Identified

Writing a detailed review would be a friction point for clients.

Possible solution

Introduce a feature which will validate the skills of the user, so clients can find students with real skills.

Possible solution

This feature should incorporate the past performances of the students on Trumio projects, to increase validity.

Possible solution

This feature should allow clients to rate students on 1-5 stars, to decrease user friction and increase user satisfaction.

● Feature 3 - Rating based feedback system

Feature overview

The main poc of the company will rate the student team on a scale of 1 to 5 stars on how well the project was done. This rating will then be visible to future clients and will give the clients a measure of the students skillset and past project performance.

User journey (Student side)

User completes project → User receives rating → Deserving users get better projects → User gets motivated to perform well in future projects

User journey (Client side)

Client receives projects → Client rates team → Client receives better projects in future by filtering students based on their Trumio ratings

Key metrics to track

- Average rating of users .
- Number of projects given to users above rating 4 / number of projects given to users below rating 4.
- Average time between next projects for users with rating above 4 / Average time between next projects for users with rating below 4.

User story (Both personas)

Rahul, a student from BITS Pilani was able to complete 3 projects from trumio and he has been able to maintain a rating of 4.5, this way he is able to easily get selected for a fourth project and Max, a Zomato employee would be able to easily discover real talent like Rahul's and onboard him for a project.



Feature design explained

Applications - Zomato Food Recommendation

Team Name	Rating ★	Bid Price	Year	Status
Wannabe Innovators	4.5/5	50K	Final	█ █ █
Marcus Culhane	4.3/5	40K	Sophomore	█ █ █
Leo Stanton	4.3/5	30K	Pre Final	█ █ █
Leo Stanton	4.3/5	40K	Pre Final	█ █ █
Leo Stanton	4.3/5	40K	Pre Final	█ █ █
Leo Stanton	4.3/5	40K	Pre Final	█ █ █
Leo Stanton	4.3/5	40K	Pre Final	█ █ █
Leo Stanton	4.3/5	40K	Pre Final	█ █ █

This UI screens is of the proposal management system which is a client side feature as discussed earlier.

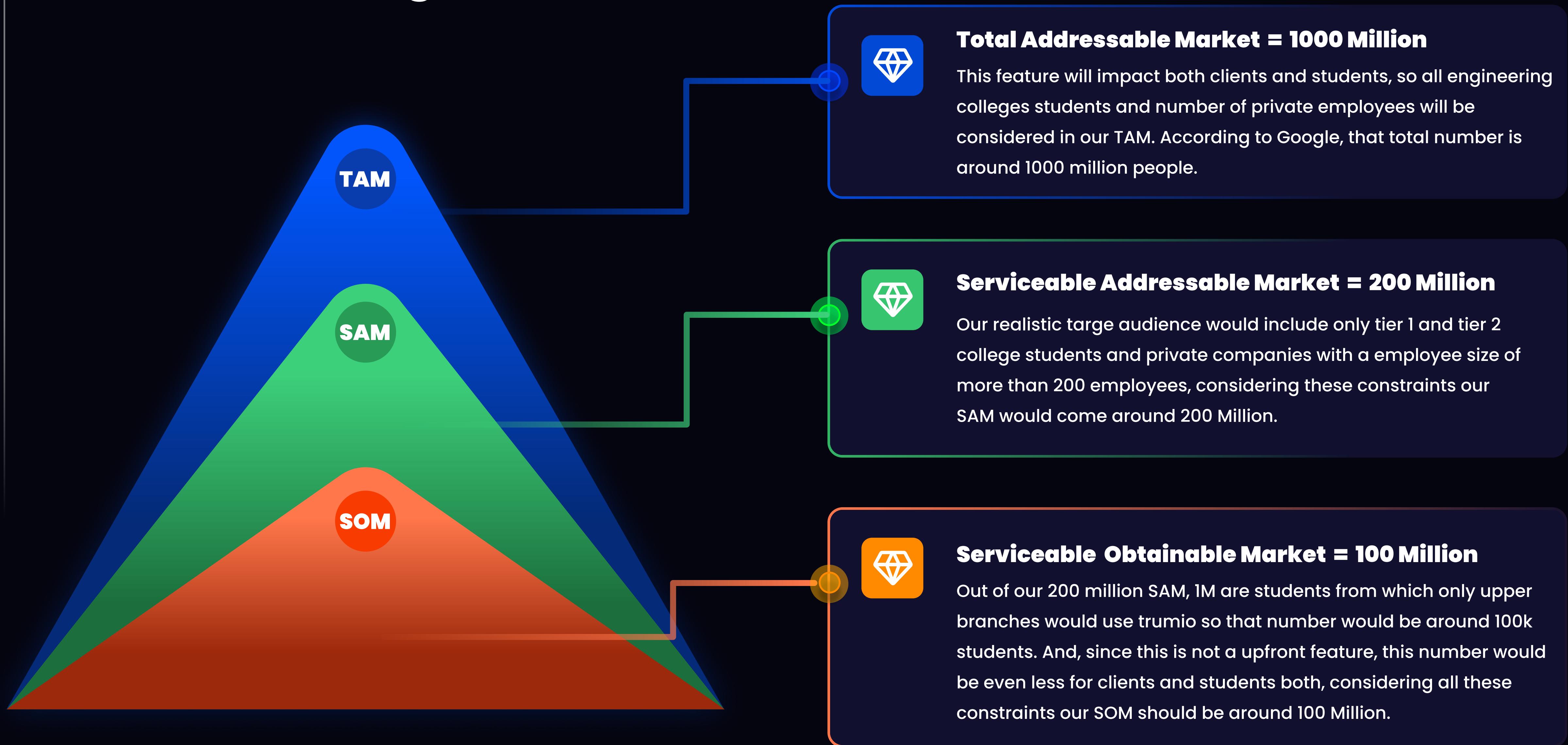
The clients are able to see the average rating of every team just after the name, this way trumio is assigning the highest priority to the team's average rating.

What is average team rating?

Average team rating is simply the mean of all ratings of all the teammates in a team.

The client will only see the average rating of the team and not ratings of all individuals while selecting proposals, this further promotes trumio users to team up with high rated teammates, thus creating the best teams which leads to better projects.

Market sizing of the feature





Concluding slide for the feature

Competitive edge over LinkedIn, Indeed and other competitors

We will be solving the problem of discovery for candidates for a certain project or intern better than any other platforms because we are incorporating a trumio rating into our platform which is the best form of skill validation online.

Value proposition for users (all personas)

- For students, only deserving students will get projects on our platform and students won't have to deal with profiles with fake skills.
- For clients, they would get only the best candidates for their projects and not have to deal with students with fake skills.
- For Trumio, this would boost overall customer satisfaction, resulting in increased user retention.

Potential pitfall

This could result in students only teaming up with high rated users, ignoring mid or low rated candidates.

Possible mitigation

These ratings can be reset to zero monthly or quarterly to prevent this, this is also used by video games in ranking systems.

Second order thinking

Eventually, a student's trumio rating could be a very important metric in their resume, further increasing users on trumio.



Primary user research and pain point to solution mapping

How well are you able to manage referrals on LinkedIn?

80% gave 2 stars and below

Would you want a personal dashboard showing all proposals?

90% said yes to this question

Would you give more referrals if filters were introduced?

90% said yes to this

Pain Point Identified

Clients are not able to manage and filter out the best candidates to give referrals to.

Pain Point Identified

Clients would want a history of the student's past project to judge them effectively.

Pain Point Identified

Writing a detailed review would be a friction point for clients.

Possible solution

Introduce a feature which will help clients in choosing the best candidates within less time and with ease.

Possible solution

This feature should give clients a dashboard which will show the client all the proposals in one place.

Possible solution

This feature should incorporate many filters to further help the clients in choosing the best candidates.



Feature 4 - Proposal Management system

Feature overview

This feature is designed to help alumni manage proposals sent to them by students, they can use various filters to filter out the most suitable candidates. They can also see the number of pending, approved, declined or in review proposals.

User journey (Client side)

Client receives proposals → Client keeps track of all proposals and filters out the most suitable candidates → Client forwards proposals

User story (Client persona)

Samarth, a SDE at Zomato brought a project of web dev from Zomato's group chat to his college feed. He then received 37 team proposals. Using the various filters provided he was able to narrow his options to the best 4 options and he forwarded them to the main poc of Zomato.

Key metrics to track

- Clicks per day for every filter option.
- Customer satisfaction rate.
- Net promoter score.

● Feature design explained

Proposal management system

The UI screen displays the following data:

Total Applications	Shortlisted Candidates	Rejected Candidates	Candidates In-Review
5672	234	3567	2145

Below this, there are two tables:

Applications - Zomato Food Recommendation				
Team Name	Rating ★	Bid Price	Year	Status
Wannabe Innovators	4.5/5	50K	Final	Green, Orange, Red
Marcus Culhane	4.3/5	40K	Sophomore	Green, Orange, Red
Leo Stanton	4.3/5	30K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red
Leo Stanton	4.3/5	40K	Pre Final	Green, Orange, Red

Application Status	
Team Name	Status
Wannabe Innovators	Forwarded
Marcus Culhane	Review
Leo Stanton	Rejected
Leo Stanton	Forwarded

The following is the UI screen of the proposal management system which is a client only side feature.

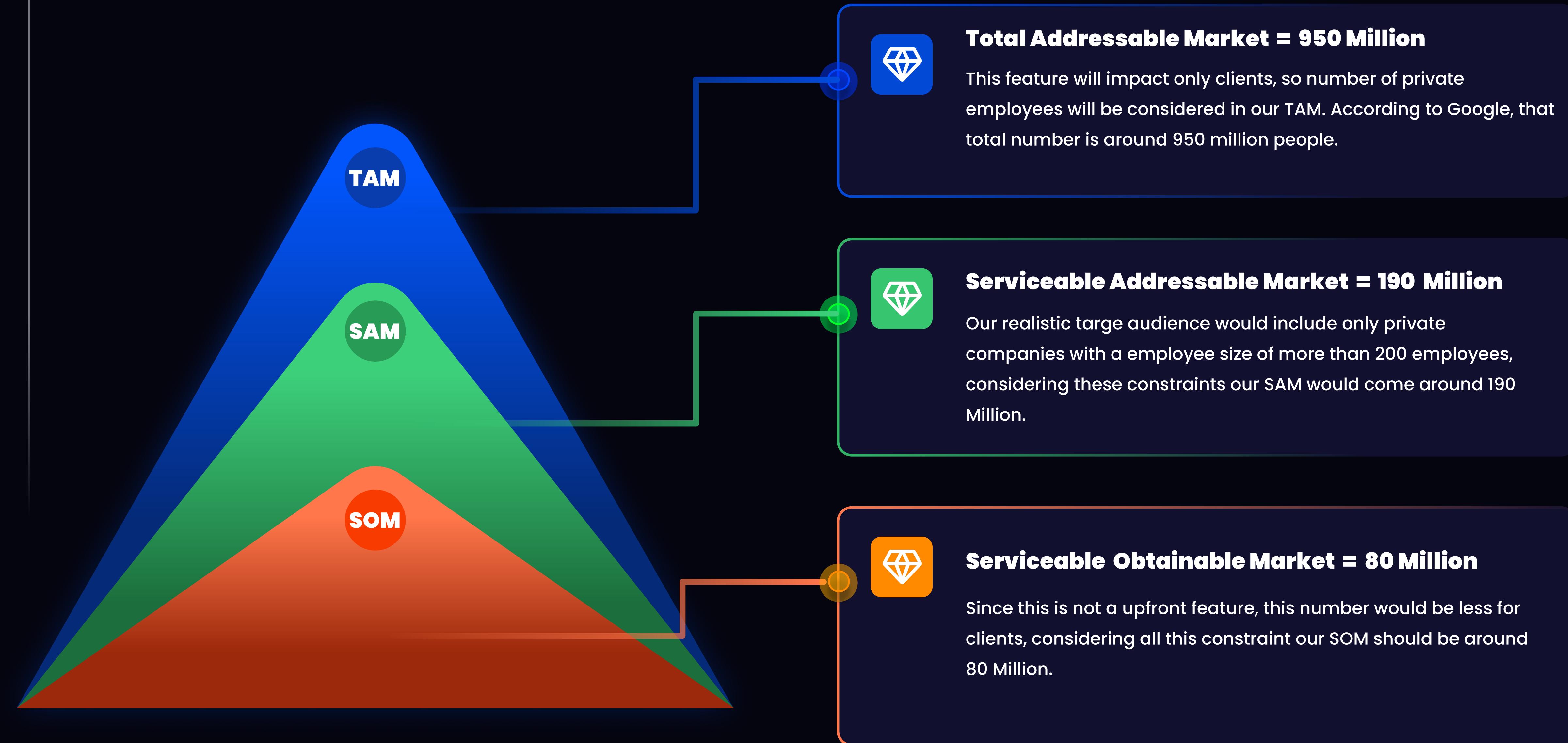
The clients are able to see the total applications, shortlisted, rejected and the candidates in review on the top bar.

Next up, the client can see the names of all the team along with their bids, rating and year (mixed year will be shown for teams with multiple years).

The client can then use various filters to either approve, reject or keep candidates in review.

The client can then see the statuses of all the applicants on the right hand side. This way the whole proposal system becomes organized.

Market sizing of the feature





Concluding slide for the feature

Competitive edge over LinkedIn, Indeed and other competitors

We will be solving the problem of tracking and managing proposals or referrals better than any other platforms because we are adding a dashboard and filters into our platform which is the best form of tracking and managing tool online.

Value proposition for users (all personas)

- For students, they won't have to worry about their skills not reaching to the client.
- For clients, they would get only the best candidates for their projects by easily filtering out candidates.
- For Trumio, this would boost overall customer satisfaction, resulting in increased user retention.

Potential pitfall

Clients might still feel overwhelmed by the number of proposals and still not able to get the best candidates

Possible mitigation

Add an AI bot which the client will fill with a prompt and according to this prompt, this AI bot will find the most suitable candidates.

Second order thinking

This dashboard also needs to be created for the main poc who will get all different proposals from different alumni.



Primary user research and pain point to solution mapping

Are you curious about any job/intern when you view their job listing online?

80% said yes to this

Do you feel the lack of answers to your questions?

80% said yes to this question

Would you like to know your chances of selection based on past data?

90% said yes to this question

Pain Point Identified

Students are always curious and want more information than which is already listed about the project.

Pain Point Identified

Students are not able to find the answers to all their questions regarding the project.

Pain Point Identified

Writing a detailed review would be a friction point for clients.

Possible solution

Introduce a feature which will help students get more information about the projects through questions.

Possible solution

This feature should be an AI bot which will answer all the questions of students regarding the project.

Possible solution

This feature should incorporate a question about the chances of selection of a candidate based on past data.



Feature 5 – AI recommended questions

Feature overview

This feature is designed to help students and alumni both in answering their FAQs through our AI Bot to eliminate confusion and increase our user trust.

User journey (Both student side and Client side)

User sees project details → User get some questions and gets them answered by our bot → User proceeds to the next step of the project

User story (Both student persona and Client persona)

Rahul, a student checks out a project and develops some questions in his mind regarding the project. He then sees the AI recommended questions about the project, he clicks on a question and gets redirected to the chatbot in the messages tab, his questions are solved and he feels confident to proceed with the project. A similar user story will be from the client side.

Key metrics to track

- Clicks through rate of questions.
- After answer, the user will be asked if the answer helped (track thumbs up).
- Questions answered per day.

• Feature design explained

The interface shows a list of questions in blue rounded rectangular boxes:

- Tell me more about the project
- What are my chances of getting selected?
- What are my chances of getting selected?
- Tell me about Zomato

A central box displays the text: "5 Alumni from Zomato completed projects last week!"

At the bottom, a large blue button labeled "Move to proposal" is visible.

The following is the UI screen when users move to project details, This is both a client and student side UI screen.

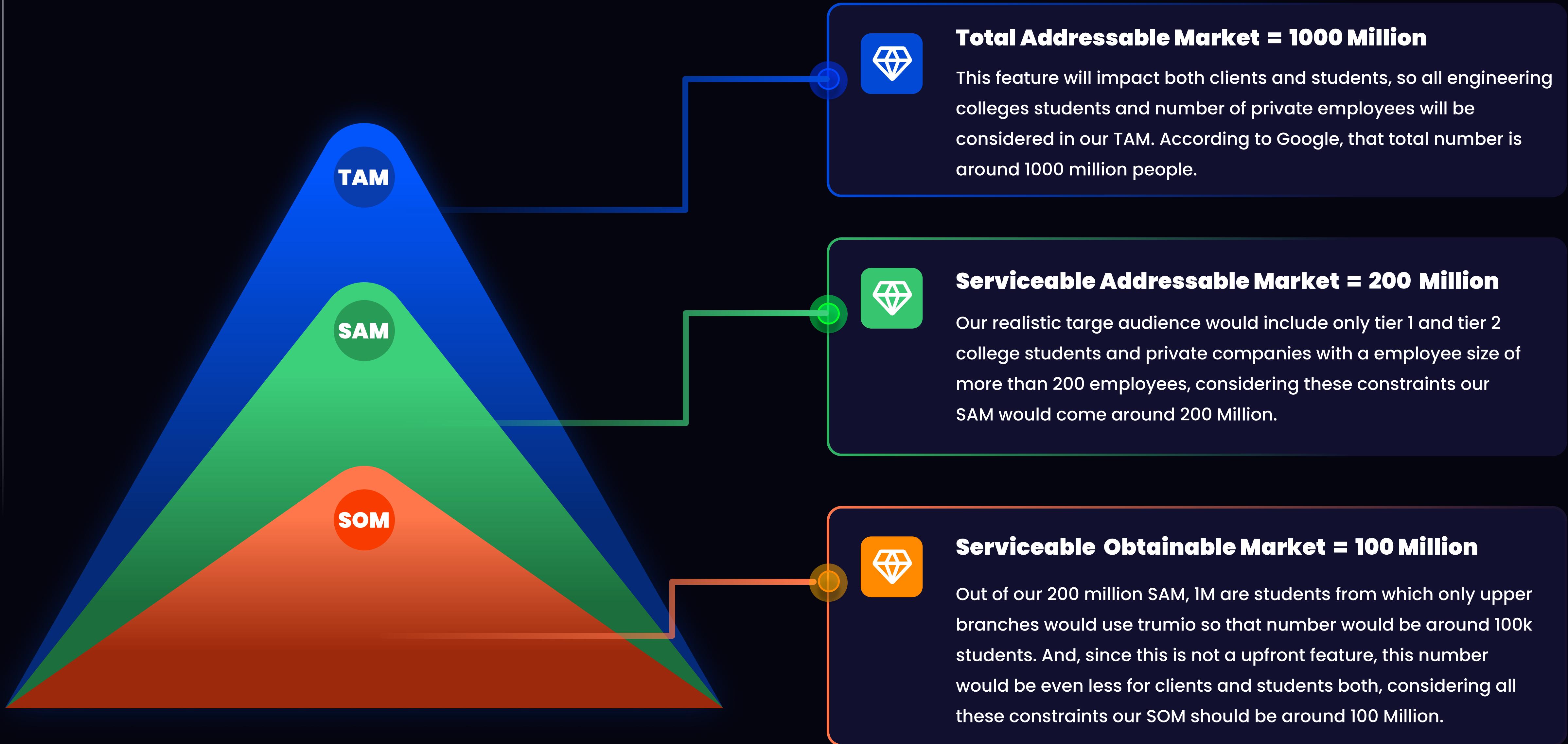
Users are able to see the most asked questions here, upon clicking them the users are taken to our chatbot which answers the questions.

Users are also seeing a motivational trigger here in the form of '5 alumni from Zomato completed projects last week!', this trigger will help in improving the conversion rate here.

Point to note here is that student side questions will be student oriented and client side questions will be client oriented.

Once a question is answered, the user can ask more questions to the chatbot and these questions might be shown to the next user, continuously improving this feature with the best dataset directly from users.

Market sizing of the feature





Concluding slide for the feature

Competitive edge over LinkedIn, Indeed and other competitors

As LinkedIn also has this feature, to differentiate us from them, we can add as many questions as possible. Also, this is a premium feature on LinkedIn , we can give the first 10 answers for free then start charging the user to increase user acquisition.

Value proposition for users (all personas)

- For students, they will get answer to all their questions regarding the project.
- For clients, they will get answer to all their questions regarding the project..
- For Trumio, this would boost overall customer satisfaction, resulting in more repeat customers.

Potential pitfall

Users might still not find answers to all their curious questions.

Possible mitigation

Continuously take feedback from users and train the model to answer as many questions as possible.

Second order thinking

Eventually, this feature can be monetized as it provides good value to both personas.

Tech Stack Required

AI
Feed

React.js

Frontend for user interface.

Node.js

Backend server handling API requests, run time environment.

Tensorflow

AI model for project recommendations.

MongoDB

Database for storing class schedules, tasks, and user preferences.

Express.js

Backend server and handling API request.

AI PM

React.js

Frontend for user interface.

Node.js

Backend to handle schedule and run time environment.

Gemini API

AI engine for generating personalized planners, code debugging, and recommendations.

MongoDB

Database for storing class schedules, tasks, and user preferences.

Express.js

Backend server and handling API request.

Rating

React.js

Frontend for user interface.

Node.js

Backend to handle rating logic and process data, run time environment.

MongoDB

Database to store and retrieve ratings and feedback.

Express.js

Middleware to connect frontend with the backend API

Amazon S3

Cloud storage to manage project files and rating reports for future clients

PMS

React.js

Frontend for user interface.

Node.js

Backend for managing proposal data and processing filter queries, run time environment.

MongoDB

Database to store proposal details and statuses.

Express.js

Middleware to connect frontend with the backend API

AWS Lambda

For executing backend tasks related to proposal filtering and status updates.

AI
QUE

React.js

Frontend for user interface.

Node.js

Backend to handle requests and communication with the AI bot, run time environment.

**DialogFlow/
Gemini API**

AI service for answering FAQs.

MongoDB

Database to store FAQs and user interaction history.

AWS Lambda

For handling AI query processing and delivering real-time responses.



Thank You!